

FY2017-2021

Long-Range Plan of Service



Raynham Public Library

Raynham, MA 02767

FY2017-2021

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COMMUNITY PROFILE

Raynham, established in 1731, was once part of the city of Taunton. Known as the site of the earliest successful iron works (1652), Raynham continues today as a thriving, successful community of 13, 648 in Southeastern Massachusetts. It is a suburban bedroom community, but because of its location at the crossroads of Routes 24, 44, 104, 138 and Interstate 495, it is fast becoming a commercial center, as well. The Raynham Woods Commerce Park, a 330 acre industrial park, has attracted major corporations and Fortune 500 companies.

Raynham has always been proud of its school system and the quality education it provides for its children. It offers residents two elementary schools and a Middle School. At the high school level, students have a choice of public schools: Bridgewater-Raynham Regional School, Bristol-Plymouth Regional Vocational High School and Bristol County Agricultural High School.

Raynham offers a variety of recreational programs and facilities for both children and adults. The Town's 200-acre Borden Colony complex has many fields for soccer, baseball and softball plus acres of forest and farmlands for passive recreation. The Town's Senior Center is also located in this area. Johnson's Pond is open to the public for fishing, picnicking and boating. In addition, the Town has numerous conservation areas for the preservation of the natural environment.

Raynham experienced an extreme increase in population from 1960 through the 1980s, showing a 61.6% increase in the decade 1960 to 1970 and a 35.5% increase in the decade 1970 to 1980. Population growth still remains relatively high in the region. Population grew by 14% between 2000 and 2010. The U.S. Census projects a population increase in Raynham during the next 20 years by some 30%. Two new housing developments are in the process of being built this year.

Raynham is a predominantly white (92%) community composed of family households (74.2%).

An additional factor impacting the growth of Raynham in the coming decade is the South Coast Rail Corridor Plan. The rail line is in its planning stage, and, if funded, will be built within the next 10 years. This will make the South Coast, including Raynham, one of the fastest growing regions of the state.

Median household income in 2013 was \$79,919 above the median state income (\$66,768). Estimated per capita income in 2013 \$33,838. The cost of living index is high (141.0) compared with the U.S. average (100). Unemployment percentage for Raynham is low (5.1%), below the state average (5.6%). Some 23.3% of

Raynham residents hold a Bachelor's degree or higher. The majority (85.3%) are high school educated or higher. Median resident age is 41.2 years.

The Town is organized under an Open Town Meeting / Selectmen / Town Administrator form of government. The Town is well managed and financially stable. The economic downturn of the past several years has reduced the local tax base, but not impacted services in a dramatically negative way. Raynham residents are proud of their community and are concerned that the "small town" feel not be lost, and that what is unique to Raynham be preserved.

U.S. Census Bureau. American FactFinder

LIRARY PROFILE

History

In April of 1888, 93 citizens of Raynham agreed to form a library. The 93 supporters assigned a document stating that their library would be "...free to every person regardless of sex, creed, or color." This document established the Raynham Library Association and formed the foundation for today's public library. The library continues today as a 501c non-profit organization, but receives its major funding from the Town of Raynham.

The library was housed in various locations around the town until 1949 when the present library building was dedicated. In 1961, the library transformed the lower floor into a Children's Room. In 1971, the library facility was expanded and again, in 1991, the latest addition to the library was completed, bringing total footage to 6,288 square feet. Within the past four years the library has undergone several improvements, including new tables and chairs, creation of a periodicals display area with lounge seating, new media display units, a new circulation desk, wireless internet access, outside siding and new landscaping.

The library is governed by a board of twelve Trustees headed by a president. The Trustees are elected from the membership of the Raynham Library Association. Any resident of Raynham interested in helping the library is eligible for membership in the Raynham Library Association. A Friends of the Library group provides volunteer support, as well as financial support for museum passes and special projects. They also sponsor a Raynham Reads One Book, One Community every year.

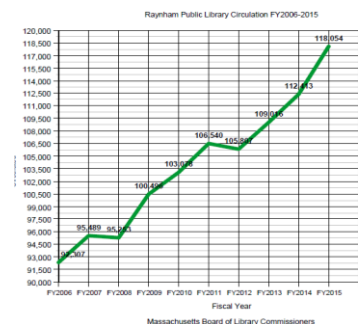
The library became a member of the SAILS network in August, 2001.

State Certification

The library has met each year all requirements for state certification set by the Massachusetts Board of Library Commissioners.

Circulation Activity

Over the past decade, FY2006-FY2015, total activity at the library has grown from 92,307 to 118,054 (a 28% increase). Circulation is roughly divided between children's materials (46%), adult/YA materials (54%). As of June 30, 2015, there were 6,606 registered borrowers.



Hours, Access and Staffing

The library is open 49 hours a week, including 3 nights a week and four hours on Saturday. Door count visits to the library average more than 5,000 per month. The library is staffed by 5.5 FTE. The library maintains a website, *raynhampubliclibrary.org*, to provide 24 / 7 access to the collection, online resources and information about coming events. Visits to the website currently average 2,750 per month.

Collection

The collection consists of approximately 35,000 books, 2,000 audio, 3,400 DVDs and electronic and downloadable items. The library offers streaming video through the Hoopla service, downloadable magazines through Zinio, and downloadable music through Freegal. The library maintains a website, *raynhampubliclibrary.org*, to provide users access to the collection, online resources, state funded databases and information about coming events.

Programming

The library maintains an active schedule of programming year round, including programs of interest to adults, young adults and children, monthly art displays and an extensive Summer Reading Program.

MISSION STATEMENT

The mission of the Raynham Public Library is to offer materials, programs and services that provide opportunities for personal growth and development, enrichment and enjoyment for all ages, in a pleasant and welcoming environment.

Adopted Library Board of Trustees March 2011

The mission statement is reviewed periodically by the Board of Trustees of the Raynham Public Library.

ASSESSMENT OF USER NEEDS

Assessment of user needs was done in two stages: (1) the Community Meeting and (2) a User Survey.

Programs and Services

The **Community Planning Meeting** was composed of 16 community residents who reflect the character and interests of the community. Their discussion and ranking of library service responses indicate that there is a need for

- * programs and resources to stimulate the imagination: reading, viewing and listening for pleasure
- * digital literacy: services and programs on navigating in the digital age
- * programs and services to ensure that young children will enter school ready to learn
- * programs and services to help children succeed in school
- * a comfortable and welcoming physical to meet with others, study and read
- * a central source to provide knowledge of community resources and services

Additionally, residents expressed a need for a larger community center encompassing the library.

The **User Survey** was sent to registered library users via email, and was also made available in paper at the library. More than 250 responses were received from registered users. Responses from this group indicate that there is a need for

- * programs and resources to explore topics of personal interest – 42%
- * programs and services to ensure that young children will enter school ready to learn – 41%
- * a comfortable and welcoming physical and virtual space to meet with others, study and read – 38%
- * help in using digital devices – 35%
- * resources to explore genealogy and local history – 35%
- * resources for reading, viewing and listening for pleasure – 33%

Community Comments

Community Planning participants and responses to the User Survey generated the following ideas:

- * The library is viewed as a social, recreational, cultural center of community activity.
- * The community values the library and expects the library to enhance the local quality of life.
- * People want convenient access to library resources and programs to meet their needs.
- * The library staff is viewed as the greatest resource the library has to offer. 88.6% of survey

- respondents gave the highest ranking to library staff. Personal and friendly service is expected, appreciated and valued.
- * Many residents are still unaware of all that the Library offers. The library needs to continue to improve its communication and marketing to all residents.
 - * The library should use opportunities to become more involved in the community and should offer users more ways to become involved in the community.
 - * The library is expected to be current with computer technology and training, as well as to be knowledgeable and helpful about technology use.
 - * Residents expect a library environment and experience that is welcoming, convenient, comfortable and satisfying.

Technology

Technology is changing the way libraries provide resources and services. Users expect the library to be current with technology and a resource for people seeking to learn about technology. User demand is increasing for e-content driven in part by the availability of tablets and smartphones. Personal devices are increasingly becoming the device of choice to access the library and its e-library content. Google Analytics statistics indicate that approximately 50% of patrons use a tablet or smartphone to connect to the library's website.

There continues to be a need for information fluency / digital training, and point-of-use assistance for personal devices.

Building and Facilities

Both groups surveyed indicated the need for a comfortable physical and virtual space as a high priority. The current building is approaching its maximum book capacity and the lack of seating space prevents users from spending any length of time in the building. Both the User Survey and the Planning Committee members expressed concerns about space, especially

- limited parking space
- lack of quiet study space
- lack of meeting space
- lack of space for YAs and teens

Overall, space is the limiting factor that prevents the library from offering some types of programs and services, and requires that the shelves are weeded constantly.

Several people commented that *the library has out grown the building*. The Long-Range Plan begins to address these issues.

EMERGING TRENDS

There are community, state and national trends that need to be considered in planning for future library services. A number of major trends are driving the design and delivery of library services:

- **Libraries are experiencing a decrease in the use of print materials.** Electronic resources are becoming increasingly popular. Over the past five years, the library has seen electronic resources circulation grow from 2% to 19% of our total circulation

- **People increasingly see the library as the social and cultural center of the community.**

The library is unique in the community in that it serves all residents and offers a place for all to gather to share common interests and ideas, to enjoy exhibits, concerts, lectures and discussions. Especially in the small community, the library is one of few resources residents have. The expectation is that the library serves in this capacity.

- **Convenience is a factor that people consider when they visit a public library.** Our users, who have busy lifestyles, expect efficient and friendly service and comfortable surroundings. Time starved families, especially with young children, look forward to services and resources that respect their time and are scheduled at times convenient for them. The identified trend of “fast casual” is also seen in the use of the public library. Sunday hours are becoming increasingly popular and should be something to consider in this 5 year plan.

- **Flexible and varied physical space is important for library users.** The popularity of chain bookstores and coffee houses where customers can relax, read, eat, attend a program or browse for hours indicates a need for pleasant community gathering spaces. Residents expect the library to adapt to the need for the varied way that people want to use the library. The library is expected to have spaces for quiet study and reading, space for computer use and research, space for collections of print and non-print materials and space to accommodate informal community gatherings, conversations, discussions and programming.

- **Technology has changed the way that many community residents seek information at home, at work, at school and at the library.** The expectation that the library serve as the community’s navigator for electronic, as well as print information, has expanded the library’s traditional role. The library staff is increasingly called on to provide skilled searching and help locate resources in the complex online world of information. People also expect an increased level of instruction in how to use the various databases

and electronic resources the library offers. Technology will continue to inform decisions about library programs and services in the coming years.

- **Communities value that which makes the community unique – its history, local culture and traditions.** In our fast-paced, technology oriented world, it has become increasingly important to preserve and conserve our local historical resources. Libraries have the opportunity to become the document archive of their communities, an archive that may contain pictorial histories, written documents and oral history collections.

Adapted, in part, from *Strategic Plan for Mount Laurel Library 2003-2006*
Library Services in the Digital Age, January 22, 2013. Pew Research Center
Libraries at the Crossroads

GOALS AND OBJECTIVES FY2017-2021

Goal: To provide resources for residents to enhance their leisure time through reading, viewing, and listening for pleasure and to ensure that they find what they want when and where they want it

- (1) Weed collections at least once a year to keep materials easy to access
- (2) Purchase second copies of bestsellers to ensure patrons have a minimal wait for the item.
- (3) Offer qualifying Raynham residents a monthly Books-on-Wheels service
- (4) Revise hours to provide for Sundays from 12:00 noon to 4:00 PM.

Goal: To provide resources and programs that explore topics of personal interest and offer opportunities for lifelong learning

- (1) Provide at least 18 public interest programs annually on topics of interest to various age groups in the community
 - a) Collaborate with local agencies to present programs
 - b) Display selected portions of the collections to coordinate with public interest programs
- (2) Increase number of participants in public interest programs by 15%
 - a) Promote programs through the library's website, e-newsletters, and local media
 - b) Host programs at convenient times, including Saturdays
- (3) Increase participation in Museum Pass program by 10%
 - a) Purchase additional passes to museums of local interest
 - b) Continue use of TixKeeper to provide online reservations
 - c) Continue to publicize passes in media, newsletters

Goal: To ensure that children enter school ready to read

- (1) At least 3,000 pre-school children will attend programs in the library
 - a) Present 2 story programs for preschool children each week in the library
 - b) Offer Saturday story time monthly. Consider expanding Saturday / Sunday programming
- (2) Increase circulation of the Easy Reader collection by 15%
 - a) Evaluate current Easy Reader collection using standard lists and recommended titles
 - b) Purchase selected series titles in sequence
 - c) Prepare "Bag of Books to Go" on topics of interest to preschoolers
- (3) Increase awareness of the importance and benefits of reading to young children
 - a) Maintain a pamphlet collection of materials from National Association for the Education of Young Children, Reading is Fundamental, Family Reading Partnership, etc.
 - b) Prepare and distribute information on pre-literacy skills

- c) Provide *Books for Babies* kits to Raynham parents of infants
- (4) Educate parents and caregivers in early literacy techniques
 - a) Distribute information about early literacy skills to all parents and caregivers who register for pre-school programs
 - b) Partner with local service agencies (Triumph, etc.) to reach children at risk
- (5) Provide access to pre-literacy educational resources
 - (a) Purchase a new / additional Literacy Station
 - (b) Purchase additional learning toys and games

Goal: To ensure that children have the resources they need to succeed in school.

- (1) Increase the circulation of juvenile non-fiction materials by 15%
 - a) Purchase materials in high interest subject areas used in local elementary school curriculum
 - b) Subscribe to children's non-fiction e-book service to supplement school studies
 - c) Offer tour and orientation for home-school community
- (2) Increase number of visits to Homework Help web page and resources by 15%
 - a) Distribute *Homework Help* brochures to middle school students
 - b) Provide links to state databases on library website for middle and grade school students
- (3) Support the local school's summer reading program
 - A) Offer collections of summer reading books, and opportunities to purchase summer reading books at a discounted price.

Goal: To provide a safe and welcoming physical space to meet and interact with others.

- (1) Prepare a space needs assessment
 - a) Hire a professional to evaluate current space and to assess future space needs
- (2) Make better use of space in children's room
 - a) Re-position children's desk
 - b) Create space for additional children's seating
 - c) Purchase double-faced shelving for J non-fiction collection
 - d) Move picture book collection and re-position non-fiction collection
- (3) Continue to evaluate space use in light of new technology services and programs

Goal: To provide residents with the skills to effectively use personal devices to access information to meet their needs digital literacy

- (1) Sponsor at least 2 hands-on workshops each year that focus on various software applications and/or devices

- (2) Purchase at least two Chrome Books / tablets for in library use
- (3) Provide point-of-use assistance on basic computer applications and use
 - a) Monthly staff meetings will include training on computer software and technology
 - b) Staff will participate in online training opportunities such as Lynda.com
- (4) Offer twice weekly one-on-one training sessions for personal devices – smartphones, tablets

Goal: To provide resources residents need to connect the past with the present through their family histories and to understand the history and traditions of the community.

- (1) Develop a digital collection of old Raynham photographs
 - a) Partner with the Raynham Historical Society to develop a repository of photographs
 - b) Train volunteers to date and identify photographs
 - c) Purchase scanner; scan images
 - d) Provide a link to the digitized collection on the library's website
- (2) Subscribe to one of the major genealogy services (Ancestry.com, MyHeritage.com) to offer Raynham residents the resources to explore their family histories
- (3) Offers programs in genealogy research

ACTION PLAN FY2017

Goal	Objective	Activity	Responsibility	Timeline
<i>Provide opportunities for lifelong learning</i>	18 programs annually	Contact and schedule presenters	Director, Children's Librarian	Ongoing
	Increase participation in programs by 15%	Publicity materials	Library Director	Ongoing
	Increase participation in museum passes by 10%	Purchase additional passes, publicize	Library Director	Ongoing
<i>Provide materials for leisure time reading, viewing and listening</i>	Expend 50% of collection funds on print materials	Select, subscribe, acquire and add to collection	Library Director Cataloger and Staff	By June 2017
	Expend 15% of collection funds on audio materials			
	Expend 15% of collection funds on video materials			
	Expend 20% of collection funds on electronic resources			
<i>Ensure a well-organized collection</i>	Weed 5% collection every year	Establish weeding schedule	Library Director	Ongoing
	Shelf-read entire collection at least 2 times a year	Establish shelf-reading schedule	Stack Manager	Ongoing
<i>Provide a safe and welcoming physical and virtual space</i>	Hire consultant to prepare space needs assessment	Prepare RFP; Select consultant	Library Director Board of Trustees	By March 2017
	Re-configure Children's Room Space	Prepare plan, secure approval and funding	Library Director, Planning Committee	September, 2016
<i>Ensure that children enter school ready to learn</i>	At least 3,000 pre-school children attend programs	Present 3 story programs weekly, Saturday storytime	Children's Librarian and Staff	Ongoing
<i>Ensure that children have resources needed to succeed in school</i>	Increase circulation of Juvenile nonfiction materials by 15%	Purchase shelving and re-position collection; evaluate collection	Library Director & staff	July – August 2016
<i>Ensure that residents have internet services</i>	All computers and wireless connections fully functional	Update software and security as necessary	Tech Services Librarian	Ongoing
<i>Provide residents with skills to locate, evaluate and use information</i>	Offer Point-of-use assistance; offer Device Advice 1 hour sessions twice weekly	Publicize service	Tech Services Librarian	Ongoing
<i>Ensure that residents have the resources they need to connect o family and local history</i>	Subscribe to popular genealogy database; purchase scanner; train volunteers	Select database; collaborate with Raynham Historical Society to secure photos	Library Director	Spring 2017
<i>Increase awareness of library services and resources</i>	All programs and services receive maximum publicity; Increase registered borrowers by 15%	Maintain website, printed monthly calendar; Issue monthly e-newsletter;	Library Director	Ongoing

PLANNING METHODOLOGY

This Plan was developed following guidelines outlined in *Strategic Planning for Results* (Sandra Nelson, American Library Association, 2008)

September of 2016. The Library Director requested that the Trustees authorize the Library Director to begin the planning process. The Library Board of Trustees approved the request and appointed a Steering Committee to help guide the process. Committee members appointed were Heidi Doherty, Chair, Jeanne Carter, and Ed Roster.

September and October, 2016. Preparation: The Library Director worked to design the planning process. The Committee met twice to prepare for the Community Planning Committee meeting scheduled for Tuesday, November 4. Community representatives were identified using the *Strategic Planning for Results* method and contacted by the Planning Committee members. Response was very positive.

November 4, 2016. Community Planning Meeting: Sixteen Raynham residents met to discuss the future of Raynham. The meeting was facilitated by Kristi Chadwick, of the Massachusetts Library System. The results of the Community Planning Meeting are incorporated into this plan. Participants:

Committee members:

Liz Moura – Senior Citizens

Susan Prewandowski – School committee

Leigh Kozak – Cultural Council

Jeanne Carter – Library Trustee

Rita Roy – Young Mother

Van Hoang - Businessman

Catherine Jackson – Historical Society

Russell Driscoll – Town Planning Committee

Jane Lang – Library Staff

Lauren Urban - Homeschooler

David Carter – High School student

Paul Bowen – Library Friends

Paula Noonan - Activist

Frank Gendreau – Lions Club

Donald McKinnon – former Town Selectman

Judy Niles – Friends of the Library

Jim Ross – Town Finance Committee

November 18, 2016: The Planning Committee met a second time to select service responses. The results of their selection are incorporated into this plan.

User Survey: An online survey was sent to all registered library users with email accounts, and placed on the library' website for 30 days. 250 responses were received. The results of the survey are incorporated into the plan.

December-February. Evaluation of survey results, selection of library service responses, development of goals and objectives, consideration of library values and mission. Consultation with library staff. First draft of Strategic Plan presented to Trustees. Meeting of the Planning Committee review plan. Final revision of plan.

March. Approval of Library Board.

APPROVAL OF GOVERNING BOARD

On Monday, March 21, 2016, the Trustees of the Raynham Public Library accepted and approved the 5 Year Plan of Service submitted to the library board by the Planning Steering Committee.

Lisa Raymond

March 21, 2016

Signature
Lisa Raymond
President, Library Trustees

Date

Eden Fergusson

March 21, 2016

Signature
Eden Fergusson
Library Director

Date